

## ABSTRACT OF THE DISCLOSURE

The interactive personal information system and method delivers personalized information to users by having a publisher, or a multilevel structure of primary and secondary publishers, collect information items into at least one database for periodic delivery of collections of information items to users as personalized information. The collections are selected based on user profiles that are refined based on collecting and analyzing subjective responses from the users. The personalized information can be delivered in various formats and can include various interactive tools to increase its utility. Different levels of publishers can provide information items and response analysis to other publishers. Information items can be sought by publishers based on user requests and response analysis.

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